

Beverly Larsen

Graphic Design H: (248) 887-6976
Web Design C: (248) 410-2946
Illustrator E: bev@beverlylarsen.com

* QUALIFICATIONS

Highly creative and motivated graphic design expert exceeding eight years experience successfully helping companies, organizations and individuals express their value propositions in concise, unique and memorable ways.

Excellent print and web marketing along with project managing. Experience in successful branding and identity development.

Extensive

Knowledge of CS5:

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Fireworks

Proficient In:

- Microsoft Office
- CSS
- HTML
- Acrobat Pro
- Final Cut
- After Effects

Understanding of four color print process and printing capabilities.

Award winning fine artist and illustrator.

* EDUCATION

Associates Degree Graphic Art & Design

Oakland Community College
GPA 3.65 Magna Cum Lauda

* EXTRA CURRICULAR

Huron Valley Council for the Arts

Highland, MI
Marketing committee chair and active artist

Village Fine Art Association: Artist

BAZL HandBags

Highland, MI
Owner/Designer of leather handbags

* ONLINE PORTFOLIO

larsenportfolio.larsengraphicdesign.com

* EXPERIENCE

2008 - Present

Vice President, Marketing, Pointless Picks®
Completely Oblivious, Inc., Highland, MI

Developed and designed marketing and branding strategy from start up including logo, web presence, online paypal purchasing, trade show graphics, and e-newsletter, resulting in a **"Best Of Show"** award at Nashville's 2009 NAMM trade show. www.pointlesspicks.com

March 2006 - Present

Freelance Graphic Designer

Larsen Graphic Design, Highland MI

Marketing, Graphic and Website Design

- **Redesigned identity:** Community Focus Federal Credit Union, and currently working on Springfield Industries
- **Marketing & branding:** Kettle Coffee House
- **Logo redesign & book cover:** Milford Music
- **Logo & four CD designs:** Cats & The Fiddler
- **Website design:** Connected Art Book.com and RentSUP.net

Other customers include:

- Huron Valley Council for the Arts
- Deer & Gardens for the Arts
- Dave Mann Realty
- Wyckoff Well Drilling
- MCS Friends Org
- Snack Attack

2003 - Present

Graphic Design & Marketing Pro

Kettle Coffee House, Hartland/ Highland, MI

Developed from start up marketing and branding strategy for non-profit music venue. Designed website and posters, created e-newsletter marketing and mailing lists and set up online pay-pal for ticket purchasing. The Kettle successfully grew and has moved to the Huron Valley Council for the Arts.

January 2005 - March 2006

Graphic Designer

The Monthly Shopper, Inc. Milford, MI

Created four color and black and white print ads for a fast paced, deadline driven advertisement magazine.